

Specification

In the specification, please replace the Abstract with the following paragraph:

Disclosed is a system and method for accomplishing addressable or targeted advertising to subscribers during programming that the subscribers have recorded. This targeted advertising system identifies the timing and characterization of programs to be recorded, and the probable subscriber of those programs. Using the subscriber profiles of those subscribers, either already developed or generated on-the-fly based on program selection, and ad characterizations/profiles, the system generates a schedule of ads to be inserted into the avails (advertising opportunities) of the programming as it is recorded. The schedule generated can depend on, *inter alia*, correlations or matching between the ad profiles and the subscribers' profile, scheduling requirements, i.e., contracts and sales with advertisers, and timing. This system allows for targeted advertising to be delivered to subscribers during recorded programming and thus provides for additional opportunities for advertisers to reach subscribers in a highly addressable fashion.

In the Claims

1. (Original) A method for delivering targeted advertising in recorded programming, the method comprising:

receiving a schedule of programming to be recorded;
identifying subscribers likely to view the recorded programming;
retrieving subscriber profiles associated with the identified subscribers; and
delivering one or more targeted advertisements targeted to the identified subscribers.

2. (Original) The method of claim 1, wherein said identifying subscribers is accomplished by characterizing the programming to be recorded.